

Scandinavian Travelers to
CALIFORNIA

Prepared for
California Tourism



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EXECUTIVE SUMMARY

SCANDINAVIAN TRAVELERS TO CALIFORNIA

Total Market. Of 693,000 Scandinavian visitors to the U.S., 17.0%, or 118,000 visited California in 2005. This represented a 49% increase from 2004, and a drop of 47% from the peak year of 1999.

	Visitors to CA from Scandinavia (est.)	Scandinavia to CA as % of total US
1999	223,000	32.0%
2000	156,000	21.9%
2001	118,000	21.3%
2002	123,000	24.6%
2003	139,000	26.8%
2004	79,000	12.9%
2005	118,000	17.0%

Main Destination. Almost three-fourths of Scandinavian visitors to California (72%) reported California was the main destination of their U.S. trip.

Purpose of Trip. Among all Scandinavian visitors to California in 2005, 63% reported vacation/holiday was one of their major reasons for traveling. Other reasons for traveling included visiting friends/relatives (47%), and business (25%).

Port of Entry. A combined total of 51% of Scandinavian visitors to California entered the U.S. through west coast ports. Almost one-third (29%) entered through Los Angeles, followed by San Francisco (17%). The third highest port was Newark which processed 11% of Scandinavian visitors to California, followed by Chicago (10%).

Top Metropolitan Areas Visited in California. Scandinavian visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (48%), San Francisco (35%), and San Diego (27%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from Scandinavia were dining, shopping, and visiting historical places and small towns. Scandinavian travelers are more likely to dine in restaurants, tour the countryside, and visit small towns, and enjoy water sports or sunbathing, and less likely to go sightseeing in cities than most other overseas visitors.

Advance Trip Decision. In total, Scandinavian travelers to California reported making their trip decision 128 days in advance of their trip. This is longer than the average trip decision time of 90 days reported by all overseas visitors to California.

Means of Booking Air Trip. Half of Scandinavian travelers to California (50%) booked their air trip via a travel agent. This was lower than the other major overseas markets to California (57%). More than one-third of Scandinavian visitors to California (35%) used a personal computer to book their air trip, compared with 13% reported by all overseas visitors to California.

Means of Booking Lodging. In 2005, 12% of Scandinavian visitors to California reported booking their lodging through a travel agent, and an additional 12% reported booking their lodging directly with the hotel or motel.

Trip Information Sources. Among Scandinavian visitors to California, the most frequently mentioned sources of information included: personal computer (53%), followed by a travel agency (47%), friends or relatives (17%), and direct information from airlines (12%).

Length of Stay. Scandinavian visitors stayed an average of 30.2 nights in the U.S. and 16.8 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 49% of Scandinavian travelers to California and their median age was 41 years. This is slightly less than the median age of 42 years reported by all overseas male visitors to California. Women represented 51% of all Scandinavian travelers to California in 2005 and their median age was 28 years. The median age reported by all overseas female visitors to California was 40 years.

Travel Party Size. Nearly all (93%) of Scandinavian travel groups consisted of adults only. Only 8% of Scandinavian travel groups to California included children. The mean travel party size for all Scandinavian visitors to the state was 1.6 people, compared to a mean travel party size of 1.5 people for all overseas visitors to California.

Annual Household Income. Visitors from Scandinavia reported higher average median household incomes (\$85,800) relative to all overseas visitors to California (\$78,800).

Accommodations. Seven in ten Scandinavian visitors to California (70%) chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is slightly lower than the 79% reported by all overseas visitors to California. Almost half (45%) of Scandinavian visitors stayed in a private home in 2005, compared to 30% for all overseas travelers to California.

Use of Prepaid Package. In 2005, 6% of Scandinavian visitors used prepaid packages. This was lower than the 15% of all overseas visitors to California who reported using prepaid packages.

Expenditures. Visitors to California from Scandinavia spent an estimated 157 million dollars in California in 2005. Scandinavian visitors were spending an average of \$79 per day during their visit, compared to \$103 for all overseas visitors. Each visitor to California from Scandinavia spent an average of \$1,327 in the state.

Average International Airfare. Average international airfare to the U.S. was \$1,660 for Scandinavian visitors, which was lower than the \$1,821 average international airfare reported by all overseas visitors to California during 2005.